

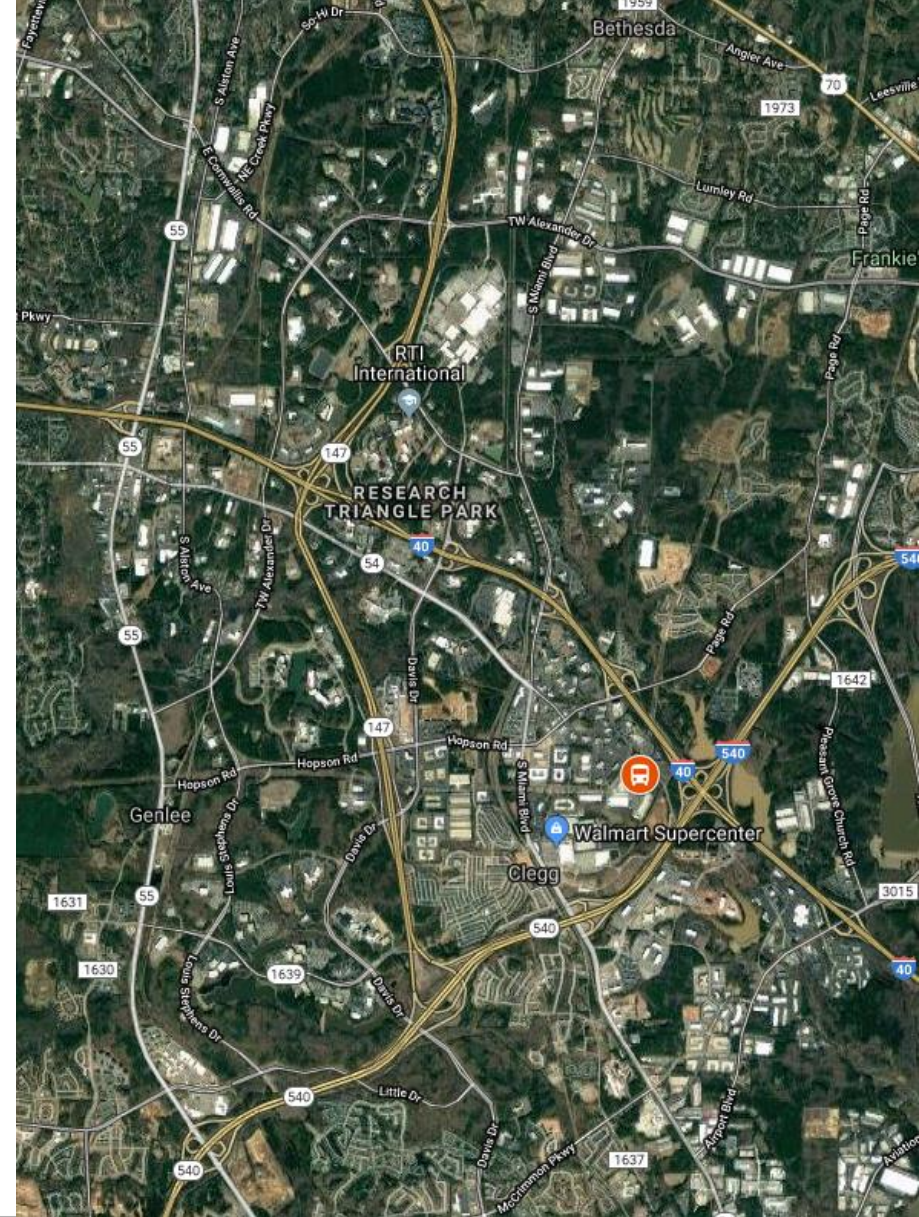


Lessons Learned from our Microtransit Pilot

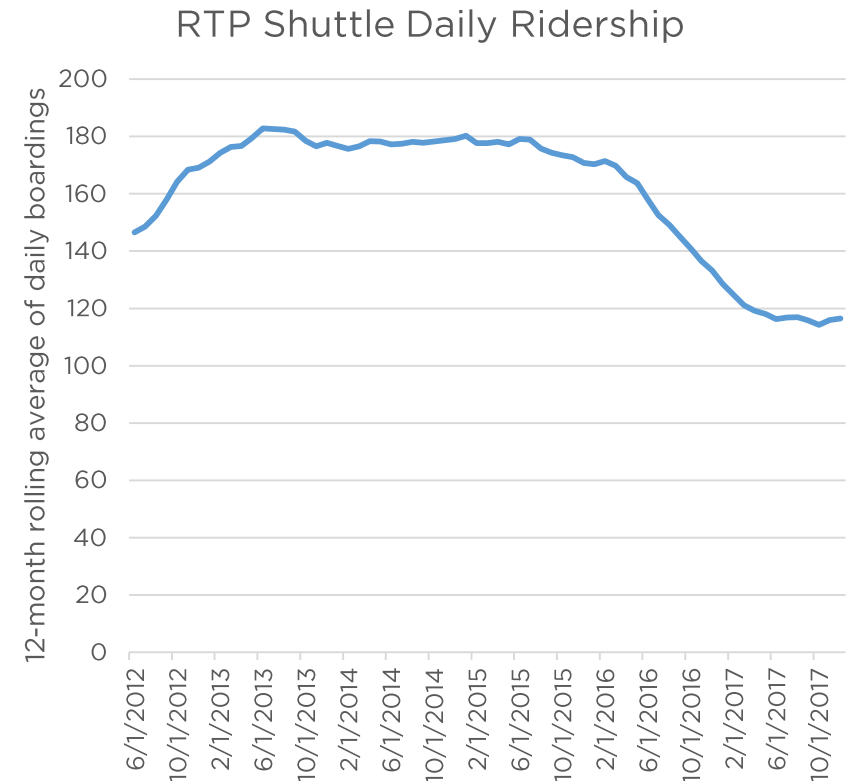
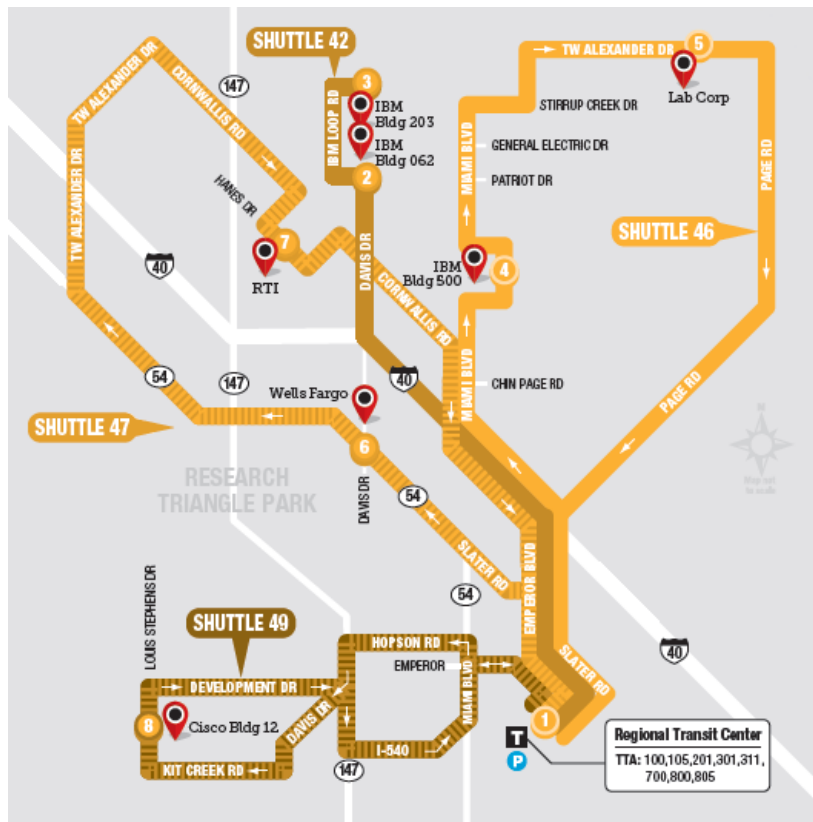
Matthew Frazier
Data Specialist, GoTriangle

NCDOT PTD Fall Training Conference
Tuesday, October 9, 2018

Research Triangle Park



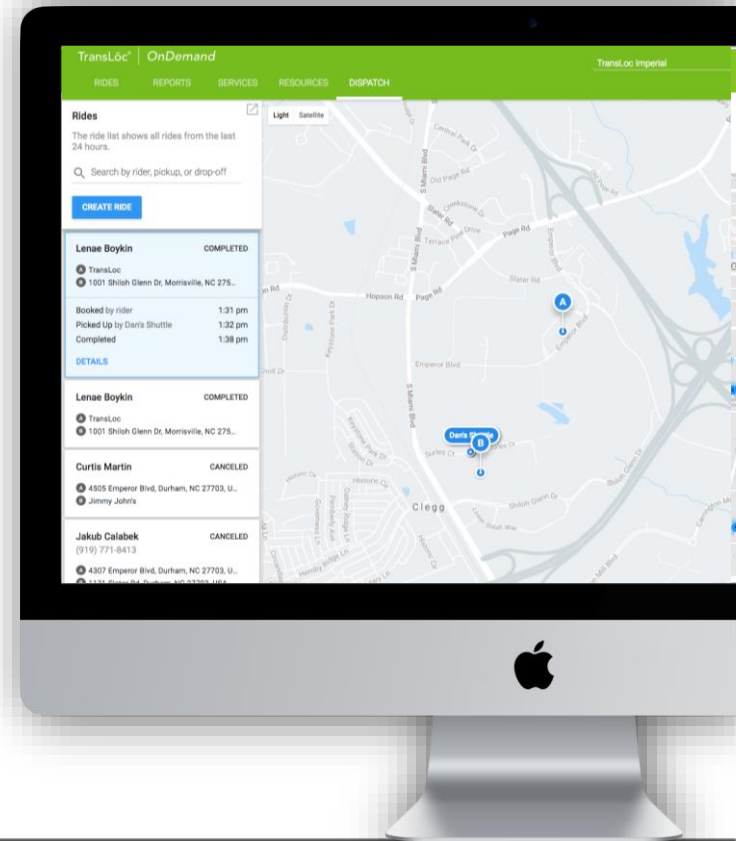
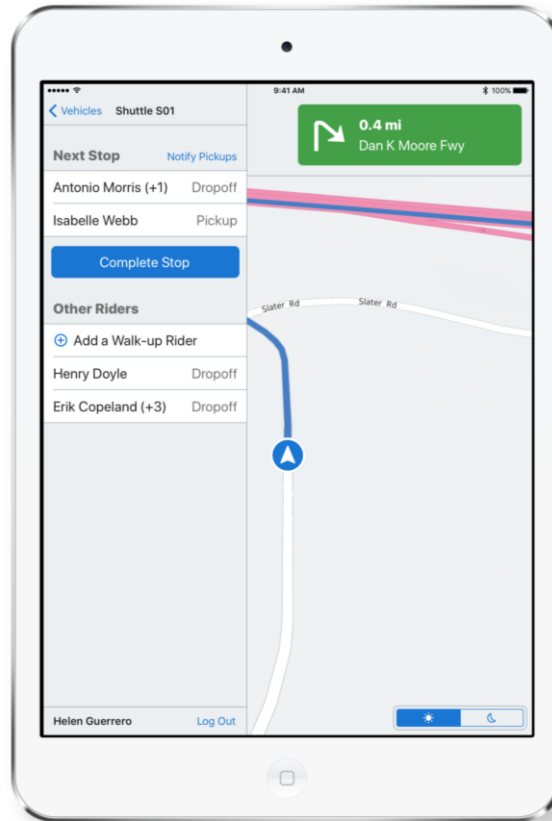
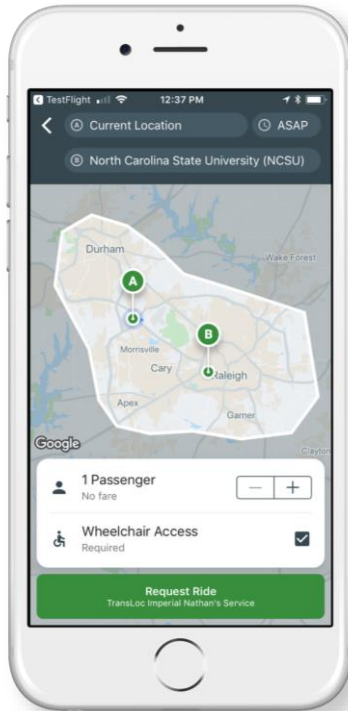
Fixed-Route RTP Shuttles



Goal of Microtransit Pilot

- Either increase ridership from 110 boardings per day to 200...
- Or serve the same ridership with 25% fewer revenue hours

TransLoc OnDemand



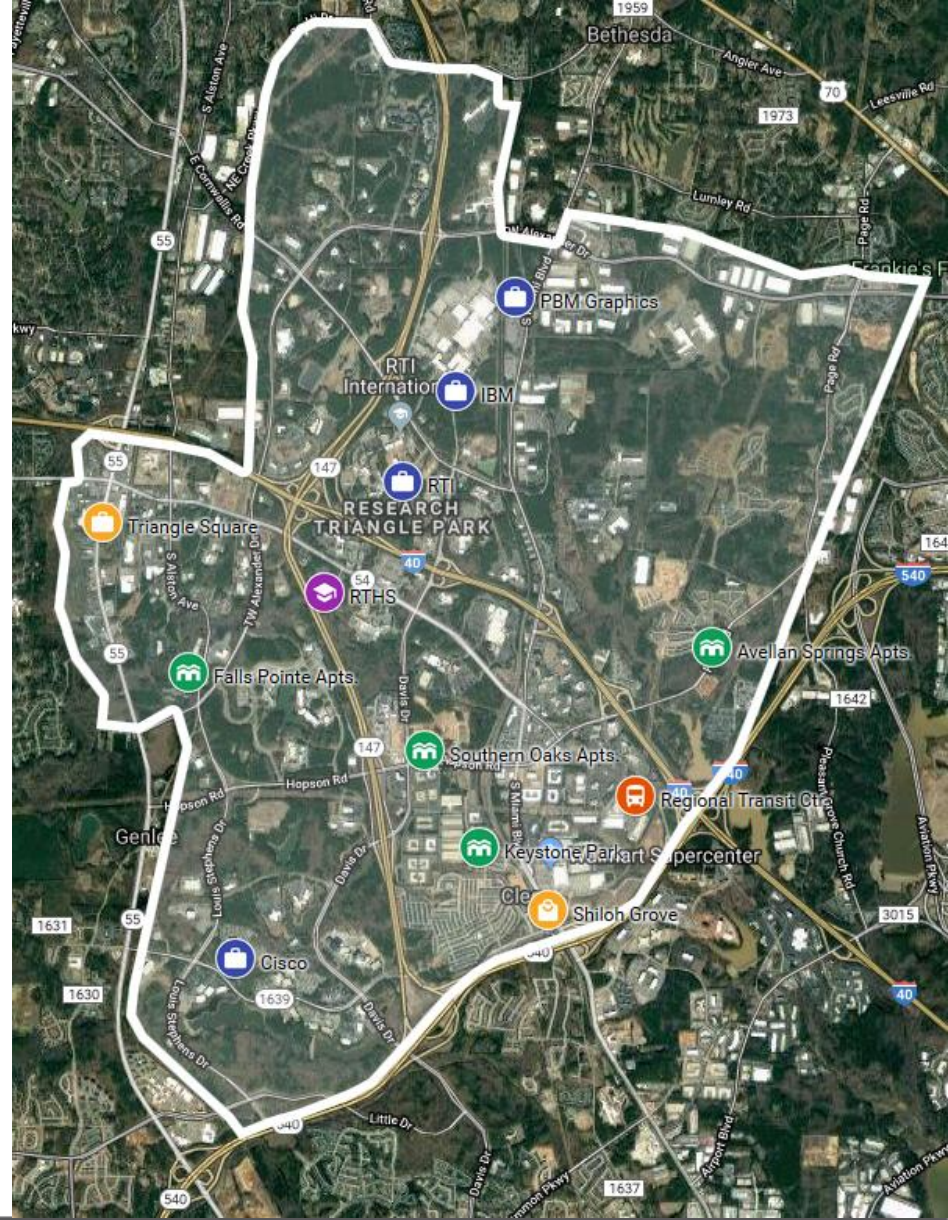
New Markets

RTP Shuttles:

- Regional Transit Ctr.
- Major employers

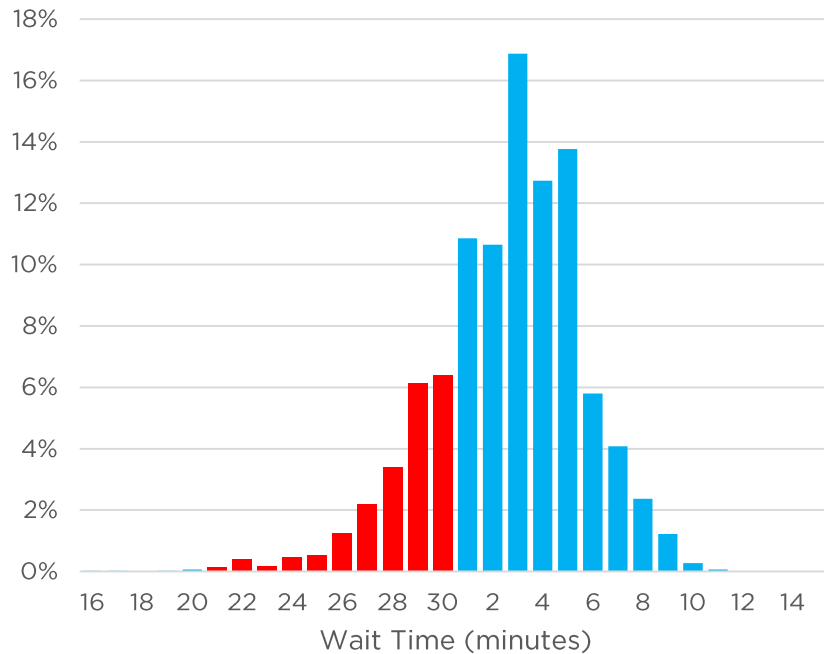
New with OnDemand:

- Apartments
- Shopping centers

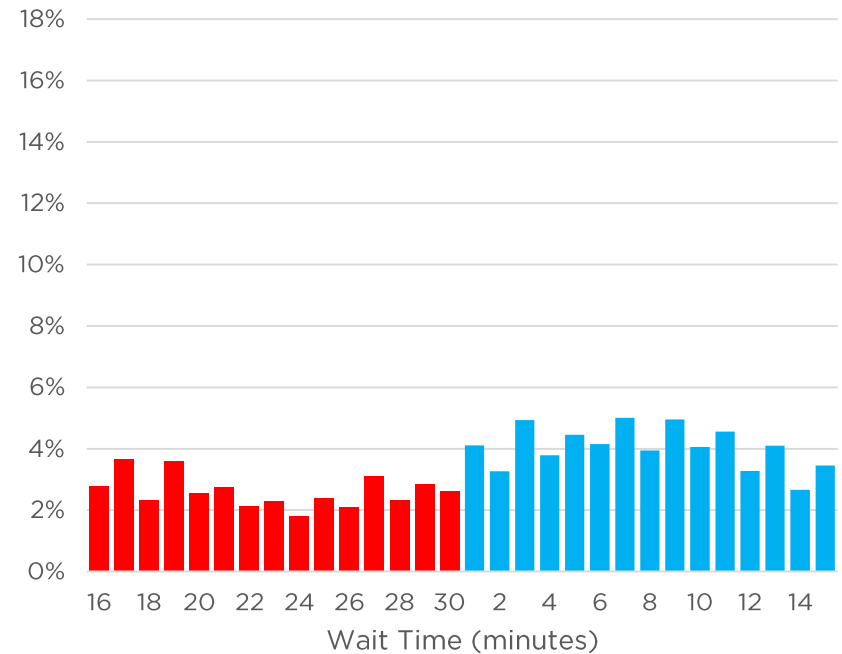


Wait Time for Transfers at RTC

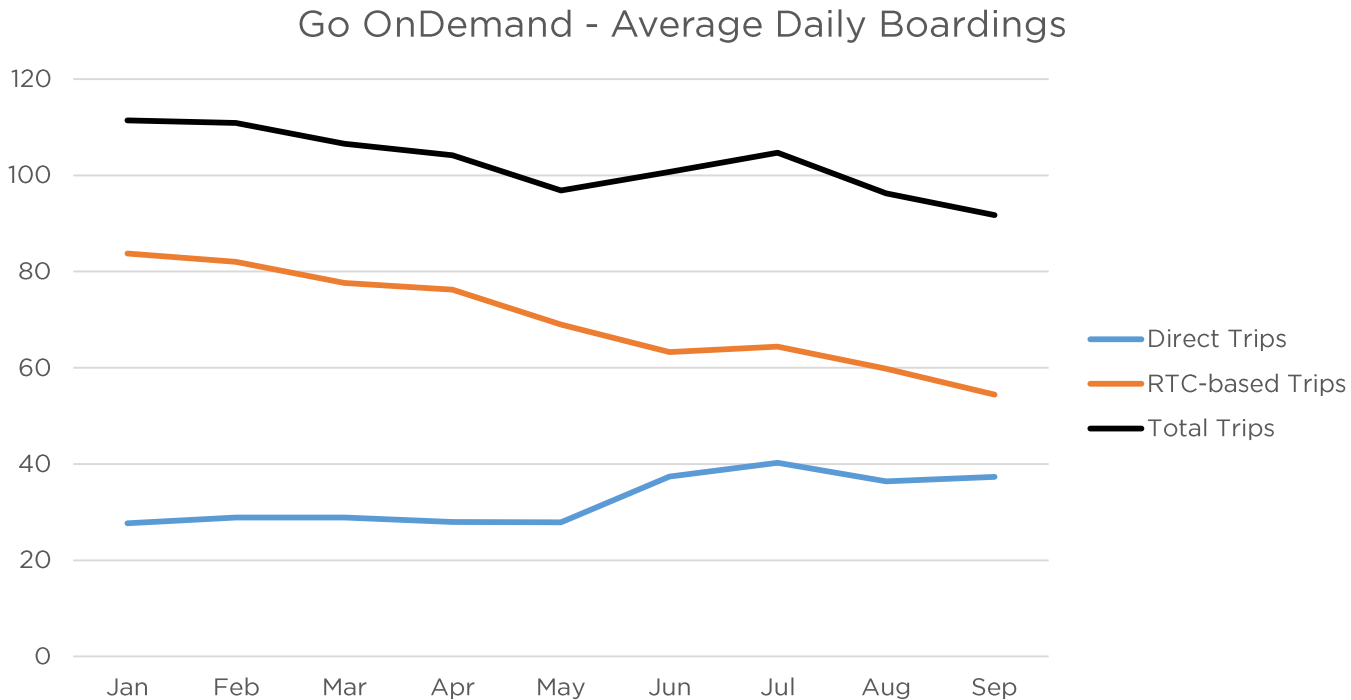
Fixed-Route RTP Shuttles



Go OnDemand



Ridership and Trip Types



Lessons Learned

- Microtransit is not a drop-in replacement for fixed route transit

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- Microtransit is not necessarily a better user experience

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- Microtransit is not a drop-in replacement for fixed route transit
- Microtransit is not necessarily a better user experience
- Microtransit is not going to reduce costs on its own